

## **Amendments to the Claims**

Please amend the claims as follows without prejudice. This listing of claims will replace all prior versions and listings of claims in the application.

### **Listing of Claims**

1. (Currently Amended) A pedestrian traffic indexing system comprising:  
  
a plurality of traffic monitors at a plurality of provider sites;  
  
a server connected to said traffic monitors to receive pedestrian traffic data from said traffic monitors;  
  
a traffic database for storing said pedestrian traffic data;  
  
at least one database for storing non-traffic related data;  
  
a view creator for generating ~~national retail~~ traffic index data by processing data stored in the traffic database and the at least one database for storing non-traffic related data, wherein the traffic index data includes a plurality of metrics with each metric related to the plurality of provider sites and based upon both the pedestrian traffic data and the non-traffic data;  
  
a national retail traffic index data mart for storing the national retail traffic index data; and  
  
a data communications connection for transferring data among the traffic database, the at least one database for storing non-traffic related data, the view creator, the national retail traffic index database and the server wherein a user can access the national traffic index data mart via the data communications connection.
2. (Canceled)

3. (Currently amended) A method for indexing pedestrian traffic comprising:
  - electronically collecting pedestrian traffic data from a plurality of traffic monitoring points;
  - storing the pedestrian traffic data in a traffic database;
  - storing non-traffic related data in at least one database for storing non-traffic related data;
  - generating national retail traffic index data by processing data stored in the traffic database and the at least one database for storing non-traffic related data, wherein the traffic index data includes a plurality of metrics with each metric related to the plurality of traffic monitoring points and is based upon both the pedestrian traffic data and the non-traffic related data; and
  - storing the national retail traffic index data in a national retail traffic index data mart to allow user access.
4. (Previously presented) The pedestrian traffic indexing system from claim 1, wherein the at least one database for storing non-traffic related data comprises:
  - a demographics database for storing census demographics;
  - a profiles database for storing site profiles and corporate profiles, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and
  - a customer database for storing sales data.
5. (Previously presented) The method for indexing pedestrian traffic from claim 3, wherein the step of storing non-traffic related data in at least one database for storing non-traffic related data comprises:
  - providing a demographics database for storing census demographics;
  - providing a profiles database for storing site profiles and corporate profiles, wherein

the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and

providing a customer database for storing sales data.

6. (Previously presented) The pedestrian traffic indexing system from claim 4,  
  
wherein labor data is stored in the corporate profiles; and  
  
wherein the view creator further generates national retail traffic index data by processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.
7. (Previously presented) The method for indexing pedestrian traffic from claim 5,  
  
wherein labor data is stored in the corporate profiles; and  
  
wherein the step of generating the national retail traffic index data further comprises processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.
8. (Previously presented) The pedestrian traffic indexing system of claim 4 wherein the plurality of traffic monitors comprises a plurality of video cameras.
9. (Previously presented) The system of claim 4 wherein the processors further edit the traffic data for usability prior to using for the computation of indexes.
10. (Previously presented) The system of claim 4 wherein the processors further recognize missing data and perform imputation to replace the missing data.
11. (Previously presented) The system of claim 4 wherein the processors further detect outliers in the traffic data and make adjustments therefore.
12. (Previously presented) The pedestrian traffic indexing system of claim 4 further comprising at least one hub, the at least one hub connecting the plurality of traffic monitors at each of the plurality of provider sites.
13. (Previously presented) The pedestrian traffic indexing system of claim 4 wherein the

traffic monitors are connected to the server via the Internet.

14. (Previously presented) The pedestrian traffic indexing system of claim 4 wherein the traffic monitors are connected to the server via a virtual private network.
15. (Previously presented) The method of claim 5 wherein collecting pedestrian count data automatically from a plurality of traffic monitoring points comprises collecting pedestrian count data via a virtual private network from a plurality of traffic monitoring points.
16. (Currently Amended) A system for monitoring and scoring pedestrian traffic at a predetermined location, comprising:

a plurality of traffic monitors located at a plurality of specified locations, each traffic monitor for monitoring the flow of pedestrian traffic at the related specified location;

a server connected to the plurality of traffic monitors for receiving and managing pedestrian traffic data;

a pedestrian traffic database cooperating with the server to store the pedestrian traffic data;

at least one non-traffic database cooperating with the server for storing non-traffic related data;

a data mart accessible by a user for accommodating a request for national retail traffic index data, wherein the data mart includes a plurality of predetermined parameters selectable by a user and the request includes a set of user selected parameters; and

a processor for generating requested national retail traffic index data, wherein the national retail traffic index data is a metric related to the user selected parameters which is generated by processing data stored in the pedestrian traffic database and the at least one non-traffic database according to the user selected parameters.

17. (Previously presented) The pedestrian traffic indexing system from claim 16, wherein the at least one database for storing non-traffic related data comprises:
  - a demographics database for storing census demographics;
  - a profiles database for storing site profiles and corporate profiles, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles are associated to a plurality of corporations; and
  - a customer database for storing sales data.
18. (Previously presented) The pedestrian traffic indexing system from claim 17,
  - wherein labor data is stored in the corporate profiles; and
  - wherein the view creator further generates national retail traffic index data by processing the sales data in the customer database, the labor data in the profiles data and the pedestrian traffic data in the traffic database.
19. (Previously presented) The pedestrian traffic indexing system of claim 17 wherein the plurality of traffic monitors comprises a plurality of video cameras.
20. (Previously presented) The system of claim 17 wherein the processors further edit the traffic data for usability prior to using for the computation of indexes.
21. (Previously presented) The system of claim 17 wherein the processors further recognize missing data and perform imputation to replace the missing data.
22. (Previously presented) The system of claim 17 wherein the processors further detect outliers in the traffic data and make adjustments therefore.
23. (Previously presented) The pedestrian traffic indexing system of claim 17 further comprising at least one hub, the at least one hub connecting the plurality of traffic monitors at each of the plurality of provider sites.
24. (Previously presented) The pedestrian traffic indexing system of claim 17 wherein the traffic monitors are connected to the server via the Internet.

25. (Previously presented) The pedestrian traffic indexing system of claim 17 wherein the traffic monitors are connected to the server via a virtual private network.
26. (Currently amended) A pedestrian traffic indexing system comprising:
- a plurality of traffic monitors at a plurality of provider sites;
  - a server connected to said traffic monitors to receive pedestrian traffic data from said traffic monitors;
  - a traffic database for storing said pedestrian traffic data;
  - at least one database for storing non-traffic related data, comprising a demographics database for storing census demographics, a profiles database for storing site profiles and corporate profiles and a customer database for storing sales data, wherein the site profiles are associated to the plurality of provider sites, and wherein the corporate profiles include labor data for plurality of corporations;
  - a view creator for generating national retail traffic index data by processing data stored in the traffic database, including the pedestrian traffic data, and the at least one database for storing non-traffic related data, including the processing of the sales data in the customer database and the labor data in the profiles data database, wherein the national retail traffic index data includes calculated measures providing an indicator related to the provider sites;
  - a national retail traffic index data mart for storing the national retail traffic index data; and
  - a data communications connection for transferring data among the traffic database, the at least one database for storing non-traffic related data, the view creator, the national retail traffic index database and the server wherein a user can access the national traffic index data and may manipulate it to create a user relevant national traffic index.